

<p>site is the organization's logo. When used appropriately, images, animation, video and audio can add tremendous value to a Web site. Graphics can facilitate learning. ADA compliance dictates that designers provide an introduction and a text explanation of both graphics and animation.</p> <p>Many images require a large number of bytes that can take a long time to download, especially at slower connection speeds. When images must be used, designers should ensure that the graphics do not substantially slow page download times. Thumbnail versions of larger images allow users to preview images.</p> <p>Label images to help users understand them. Conduct testing to help ensure that Web site images convey the intended message. In</p>	14:2 Include Logos	Place your organization's logo in a consistent place on every page.
	14:3 Limit Large Images Above the Fold	Do not fill the entire first screenful with one image if there is text information below the fold. The fold being the area below the bottom of the browser window.
	14:4 Limit the Use of Images	Use images only when they are critical to the success of a Web site.
	14:5 Label Clickable Images	Ensure that all clickable images are either labeled or readily understood by typical users.
	14:6 Use Thumbnail Images to Preview Larger Images	When viewing a full-size image is not critical to the content of the Web page, first provide a thumbnail of the image.
	14:7 Graphics Should Not Look Like Banner Ads	Do not make important images look like banner advertisements or gratuitous decorations.